

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



ANNUAL REPORT COOPERATIVE FOREST FIRE PREVENTION

by
Mal Hardy, Director

March 1973

HIGHLIGHTS

The Second National Smokey Bear Workshop, held in Tallahassee, Florida, January 9 to 11, 1973, was one of the exciting and rewarding events of the past year.

Another event, less visible but of greater long-range impact is the establishment by the Chief of a steering committee and task force to look at all aspects of forest fire prevention on all ownerships. Top-level commitment to helping prevention fulfil its potential for reducing costs and fire damage in the Nation's wild lands is significant and commendable.

Addition to the staff of Jim SORENSON, on loan from the Missouri Conservation Commission, is the fulfilment of long-held plans to increase the contribution to the program of the viewpoints and perspectives of State forestry agencies.

Another welcome new dimension to the Smokey Bear program in the past year was the presentation of major forest fire prevention awards to an employee of the Department of the Interior and to a small town in British Columbia. This is the first time we have had nominations from these sources and we welcome them.

THE 1973 CAMPAIGN

The annual presentation meeting was held in Washington, D. C., March 29 to 31, 1972. The 1972 Campaign was reviewed and 1973 Campaign materials were presented. Agriculture Secretary Butz welcomed the group and presented special 30 year awards to the Advertising Council and Foote, Cone, and Belding. The CFFP Executive Committee members present were Alex SMITH (I&E); Bill TIKKALA (CFFC); Hank DeBRUIN (FM); John BETHEA (Fla.); George MOORHEAD (N.J.); Bob COMPEAU (Mich.) and John CRUMB (Ida.) acting for Jack GILLETTE (Ida.). From the Advertising group we had Volunteer Coordinator Jim FELTON; from the Advertising Council, Lew SHOLLENBERGER; from Foote, Cone, and Belding, Charley COLEMAN, John GERACI, and Don DANCER. Field participants from State & Private Forestry were Jim HEFNER (SA); and Roger HATCH (NA).

REMEMBER THERE ARE BABES IN THE WOODS pictures SMOKEY with various young animals and is used as the theme for the basic poster. Variations of the theme appear on the school poster, 24 sheet poster, and in magazine and newspaper ads. Adaptations of the basic poster art were used in the die-cut sticker, bookmark, and stamps. HANDLE WITH CARE, TAKE ALONG SOME CAUTION, a SMOKEY BEAR watch, and a campfire care theme were used in various magazine and newspaper ads. KEEP THE PEACE was proposed for a

soft sell, large-sized special poster aimed at high school and college-age young people. It will also be used as a magazine ad as will a poster-style ad concerning the "ungreening" of America.



Other new items developed for 1973 use were a paper coaster to replace the aluminum coaster/ashtray and a "Make Campfires Safe" folder.

Radio and TV spots were planned to utilize some excellent previously released material plus exciting new material. Some high quality Walt Disney Production's footage of small animals will be used.

Purchases of materials rose by more than \$40 thousand over 1971 and totalled \$424,300.

MASS MEDIA - GENERAL

Don SPATZ, broadcasting over radio station WBAL, Baltimore, went to some lengths on one of his shows to explain Smokey's story. He brought out such information as Smokey's popularity, his personal zip code, income and other interesting facts about our famous friend.

Jack ANDERSON of the Washington Post, took time out in his column to discuss the Smokey Bear commercial program. His lead sentence said: "Smokey the Bear, the fire fighting figure who began 20 years ago in dungarees and a weather-beaten hat, now can afford Brooks Brothers suits". The reference was to the \$200,000 royalty Smokey earns. "To its credit", ANDERSON said, "the government has taken pains not to allow Smokey's puritanical image to be abused".

WHO'S DOING WHAT WITH YOUR MONEY

Over at the Department of Agriculture, the Forest Service division logged a \$15,000 expenditure studying public attitudes toward Smokey the Bear. Your \$2500 underwrote one sixth of this, but don't despair. Smokey can afford it. He's one of the few figures in Government who actually *make* money for taxpayers: \$212,000 last year alone, from sweat-shirt royalties, books, games, dolls, etc. Needless to say, his keepers zealously guard his commercial integrity. In Reseda, California, the Government came down hard on a saloon called the Smokey Bar, for taking the ursine image in vain. Another Government money-maker is Mr. Zip, the Post Office caricature. Stamp collectors like him so much that they save his picture, with stamps attached, when it appears in the margins of postage-stamp sheets. For every stamp that goes into a collector's album, rather than on an envelope, the Postal Service makes eight cents. There's no way to compute Mr. Zip's earnings, but the moral is obvious: We need more cartoon characters in Government—and fewer real ones.



—april, 1973

Scholastic Magazines, in New York City, requested information on Smokey, for an article on the forests.

A viewer of the syndicated television program "You Asked For It" inquired about the existence of a live Smokey; and was answered, by Jack LINKLETTER in a four minute film segment, last Fall. The Smokey portion of the show was filmed at the National Zoological Park in Washington, D. C.

SECOND SMOKEY BEAR WORKSHOP

The meeting of fire prevention people at Atlantic City, N.J., in 1970 was considered such a success that another one was held three years later. The chilly memories of Atlantic City in January caused the planners to look south, and Tallahassee, Florida was chosen as a likely spot. This decision became the joke of the meeting, because the week of January 8-12, 1973 saw one of the coldest spells to hit Tallahassee in quite awhile.

The weather outside didn't cool the enthusiasm of the participants, however, and many good ideas were exchanged.

Participants had the opportunity to directly influence the direction of the 1974 CFFP Campaign, because Charley COLEMAN of Foote, Cone and Belding was on hand to pick up ideas. The Ad agency's samples, at the Planning Meeting in February, indicated that Charley was listening at the Workshop.

A field trip was made to Tall Timbers Research Station, where we were treated to a very detailed discussion of the merits of prescribed burning. Ed and Betty KOMAREK also treated the group to a barbecued chicken dinner. A fine tour and meal at Wakulla Springs, hosted by the St. Joseph Paper Company was also one of the high points of the Workshop.

It is certain that the overall Smokey Bear program benefited from the 1973 Workshop.



CHALLENGES

Smokey, that formidable, furry, foe of forest fires, has really been in the eyes of the news media during the past year. His head doesn't swell at the praise he receives; and his shoulders are broad enough to bear the burden of attacks on his anti-wildfire pronouncements. Where he feels a little frustrated, however, is in the fact that the press tends to identify him as the general representative of all Forest Service activities.

There is a surprisingly strong movement to use Smokey as a spokesman for the timber industry, the advocates of clearcutting, the opponents of clearcutting, and a dozen other causes. It's nice to know that Smokey is so respected that so many people want him to speak for them. However, that's not an ambassador's hat Smokey wears; it's a campaign hat----a Cooperative Forest Fire Prevention Campaign hat. He is the world-famous symbol of forest fire prevention, nothing more. And certainly nothing less!

Advertising Age, June 5, 1972

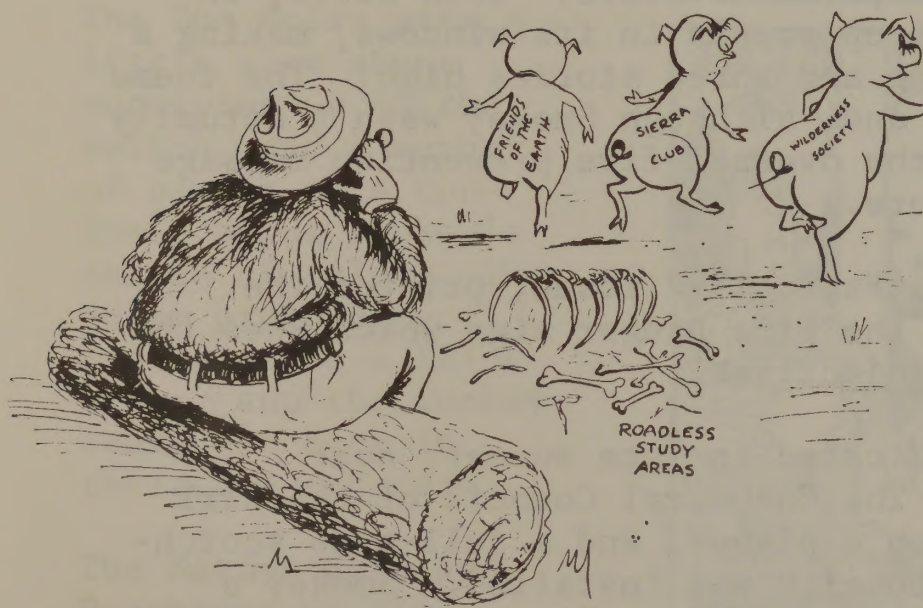
Says Smokey not gentle

To the Editor: Re letter you published (AA, May 15) from Mr. Charles E. Coleman in rebuttal of Sid Bernstein. He claims that the U.S. Forest Service says nine out of ten fires in forests are caused by man. This shows the farce of figures. Nine tenths of all forest destruction from fires comes from lightning and spontaneous combustion. So man at the worst only contributes 10% of all forest fires.

You have only to go over the mountains of the Appalachians during the summer to see motorists feeding those nice bears, and even trying to lift them into station wagons. I expect nine out of ten persons mauled by bears are those who think Smokey the Bear is a nice, gentle and kindly animal, instead of the fact he is a fierce one.

I agree with Sid Bernstein.

Harry Becker,
Charleston, S.C.



"I can't believe they ate the whole thing!"

THE CARPENTER

APRIL '72



EXHIBITS & SPECIAL PROJECTS

Smokey and Sparky worked together (behind the scenes this time), and planned another Fire Prevention Week spectacular in the windows of the Hecht Department store. This store, in Parkington, Virginia, puts up panels in its windows, making a huge "poster" 260 feet long and three stories high. The theme for 1972 was "Fire Hurts" and, although Smokey wasn't actually visible on the "poster", the overall fire prevention message received tremendous exposure.

Fire Control Notes, in the Fall, 1972 issue, printed the instructions for building the Fire Danger sign which uses the standardized fire danger adjectives.

"Smokey Bear Hill" was dedicated in late summer, near Albuquerque, New Mexico. The Chaparral Council of the Girl Scouts marked the site with a plaque, and a full-size scotch-lite Smokey fire prevention sign was installed. Smokey's landmark will be properly designated as "Smokey Bear Hill" on the new USGS quadrant map.

Smokey took a turn as home plate umpire for two innings of the Pittsburgh Pirate's father-son game on Fathers Day.

A Smokey Bear doll is showing up on the Romper Room toy shelf in Harrisburg, Pennsylvania. Art Creelman doesn't miss a trick



A. KAUFMAN

"I was reading your bumper stickers!"

when pushing the forest fire prevention message.

"A Better Environment Through Forestry" was the theme of the 1972 Oregon State Fair. The "Smokey Bear and His Friends" exhibit was on display in the 1-½ acre forestry show tent, and drew "the most favorable comments and the largest crowds".

Ranger Hal and Smokey combined forces at a Christmas party in Baltimore for the National Security Agency. About 12,000 attended. The duo showed up at the Forest Service Christmas party also.

Smokey and Goldie were good enough to give up their comfortable accommodations at the National Zoo so a female polar bear could become a mother. It was felt that the larger cubbing area would prove more favorable. The Zoo folks were a little slow about notifying us of the switch, and a number of people were confused about Smokey's change of color. The polar pregnancy proved to be a false alarm, and the Smokey Bears are back in their own quarters.

The Native Sons and Daughters of the Golden West helped us enter a Smokey Bear float in the 1973 Tournament of Roses Parade. "How Green Was My Valley" took first place in the

BROTHER JUNIPER —By McCarthy & Reno



"Don't suppose you have a box of - er, sticks we could rub together?"

fraternal organizations category. Through the efforts of Don PORTER, Assistant Chief of I&E, Region Five, we have a film record of what went into building this float. Smokey's hat by the way, was covered with more than 10,000 oat seeds.

The 60 foot tall Smokey Bear balloon surprised us by showing up again in the Macy's Thanksgiving Day Parade. It was scheduled to be retired in 1970, but you can't keep a good bear down!

And, of course, Smokey Bear showed up at schools, parades, fairs, fire fighters' conventions, and gatherings of all sorts during the year. With half the exposure Smokey gets, any politician could have any office in the land!

PERSONALITIES

Rudy WENDELIN, keeper of Smokey's image, has been the subject of many an article, award, and hymn of praise. It's only fitting that the man, who has drawn Smokey in more poses than anyone else, should have something extra said about him in this annual report.

The requests for art, with which Rudy is deluged, are truly innumerable. Last summer, almost all of the retirement notices circulating around the Washington office, had a special bit of art, custom drawn by RW.





When the Pandas arrived at the National Zoological Park, Rudy was ready with a watercolor painting created especially for the occasion.

The commercial support program is especially indebted to Rudy. All artwork to appear in conjunction with a Smokey Bear license must be approved by Smokey Headquarters. This includes the advertising material, packaging, and the item itself. Some of the material received is mediocre, to say the most, especially from those licensees without an art staff.

Thanks to Rudy's patient manipulation of their idea, some very handsome silk purses have been made out of some low-grade sows' ears.

The summer, 1972 issue of Correspondent, a Lutheran publication featured Rudy in a six-page story entitled, "Where There's Smokey, There's No Fire". The story described Rudy as a "Man on a Mission", an artist who guards the "image of everybody's favorite Smokey Bear."



"Mao say, 'He who smokes in forest is enemy of masses!'"

THE NEW YORKER

Even with six pages of prose, written by pros, and full-color photography, the Correspondent didn't fully do justice to Rudy's story. How can anyone hope to handle it in a few paragraphs in an annual report?



GUEST EDITORIAL

It would have been easy for Smokey to have felt like he was in a hostile camp this past year. Almost any given month the newsstands across the country displayed magazines and newspapers containing articles proclaiming Smokey as a liar. Sports Illustrated, The Smithsonian, and other magazines joined in to encircle Smokey with fingers pointing at his newly discovered hypocrisy.

One well-stated call for reason in this controversy is found in an address by Mr. William E. TOWELL, Executive Vice President of the American Forestry Association; which he presented at the 19th Annual Conservation Conference of the National Wildlife Federation.

With Mr. TOWELL'S permission, we quote from a portion of that speech:

"Another issue which threatens to divide us is the argument over woods burning. Smokey Bear and the whole fire protection movement are under attack from many quarters. Some advocate letting all natural fires burn in parks and wilderness areas. They feel that fire control has altered the natural succession of forest types. Some wildfire enthusiasts would over-prescribe the use of fire as a wildlife management tool, even to the extent of excessive damage to other forest values.

Fire is a powerful force for good and for bad. Under proper control, at the right time it is the best silvicultural tool that we have. Likewise, it is invaluable in meeting and maintaining favorable wildlife habitat. There are natural



"You've got emphysema!"

areas and some forest types that can be maintained as we want them only with the use of fire, but these exceptions do not mean that all fires are good or that fire protection has been oversold.

Again, the answer is professional judgment in each individual situation. Let's not undermine the tremendous good that has been done by Smokey Bear and the fire prevention program. Protection of our forests from wildfires has probably been one of conservation's greatest achievements. It has helped to create and preserve the natural values we prize most highly. Controlled fire, as a management tool is one thing, but uncontrolled burning is something entirely different. Let's not confuse the two. Anyone who doubts the value of effective fire control should have seen the Appalachians or the Lake States, the Ozarks or the southern pine lands before we achieved it.

Let's use fire where and when we need it. Let's exclude fire where and when we don't want it. But, most important of all, let's learn to know the difference. We can't afford to tear down a whole century of progress for a half-truth. Perhaps fire was a natural part of the environment before the white man came to this country, but we have so altered land patterns and land use that adequate control of wildfires is an ecological necessity".



TRANSITION

Nineteen seventy-two saw the passing of some early figures in the Smokey Bear program. Benjamin F. SANDERS, the first person to impersonate Smokey in costume, died May 16.

A 1939 fire prevention poster featured Uncle Sam fighting a raging forest fire. The poster was inspired by the famous "I want You" Army recruiting poster of the preceding year. Walter BOTTS, who posed as the personification of Uncle Sam in the James Montgomery Flagg painting, died in August.

In the Washington Office of the Forest Service, the Division of Fire Control also passed away, but, like the phoenix, arose

from its ashes as the Division of Fire Management.

"Walter E. (Jack) ROLLINS, 66, song-writer, the lyricist for "Frosty the Snowman" and "Peter Cottontail", died in Cincinnati, January 1, 1973. A onetime railroad baggage clerk, ROLLINS wrote the words for more than 400 tunes. One was 'Smokey the Bear', inspired by the U. S. Forest Service's ursine fire fighter". (Newsweek, January 15, 1973)

Changes in the CFFP Committee during the year included the addition of Ted NATTI, Director of the New Hampshire Department of Resource Development; and the stepping down of George MOORHEAD of New Jersey.

Missing from the volunteer ad agency of Foote, Cone and Belding are John GERACI, and Don DANCER, copy writer and art supervisor respectively. Judy Hersley is doing a great job in both roles!

A very-welcome addition to the Smokey Bear Campaign staff was James C. SORENSON, Missouri Conservation Commission, who reported in on June 1, 1972 to fill the spot left vacant when Pat SHEEHAN was reassigned in January. Jim came in from Rural Fire Protection spot in St. Joseph, on a two-year agreement under the Intergovernmental Personnel Act. He lit running and hasn't slowed down yet.

TRAVEL AND EXTENSION

The following is a list of trips made by the Smokey Bear staff since the last report:

March 14-16, 1972 - Hardy to Paducah, Ky. for SCFFP Meeting;

May 1-6, 1972 - Hardy to attend Fire In The Environment Symposium in Denver, Colorado;

May 23-25, 1972 - Hardy to New Orleans, La., for Southern Fire and I&E Chiefs Meeting;

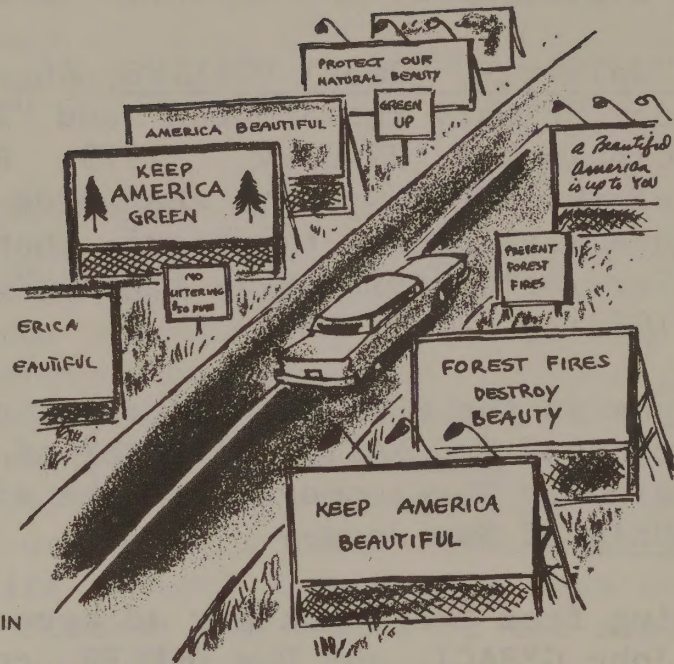
June 18-24, 1972 - Hardy to Orono, Maine for Northeast Forest Fire Control Supervisor's Meeting;

August 27 - September 1, 1972 - Hardy and Mullavey on Functional Assistance to Indiana, Wisconsin and Minnesota;

September 11, 1972 -
Hardy Discussions in
Atlanta regarding the
SCFFP Campaign;

September 19, 1972 -
Hardy Addressed the
Mid-Atlantic Interstate
Forest Fire Protection
Compact at Chevy Chase,
Maryland;

September 27, 1972 -
Hardy briefed Lord
Taylor, Chairman of the
British Forestry Com-
mission, on the CFFP
program. Lord Taylor
was enroute to the VII World Forestry Congress;



September 30 - October 5, 1972 - Hardy to Hot Springs,
Arkansas for Society of American Foresters National Conven-
tion;

October 9, 1972 - Hardy was interviewed for a taped radio
spot by Linda McKeever of the Voice of America. Project
was VOA's response to a question on American forest fires
from a listener in Africa;

October 16-20, 1972 - Sorenson to Chalk River, Ontario to
Canadian Forest Fire Prevention Seminar;

October 25-27, 1972 - Sorenson attend Region 3 Intermediate
Forest Fire Prevention Course at Marana as an instructor;

October 30, 1972 - Hardy spoke to the National Forest Fire
Chiefs' meeting in Alexandria, Va. on the subject "Smokey's
Future, Including Prescribed Fire";

November 14-15, 1972 - Hardy to Tallahassee, Florida and
Atlanta, Georgia, to finalize preparations for 1973 Smokey
Bear Workshop and for SCFFP Planning meeting;

November 15, 1972 - Tikkala to Atlanta for SCFFP Planning
meeting;

December 6, 1972 - DeBruin to Seattle to address Western Forestry Conference's "Keep Green" luncheon. Subject was "Fire Management - Success or Failure".

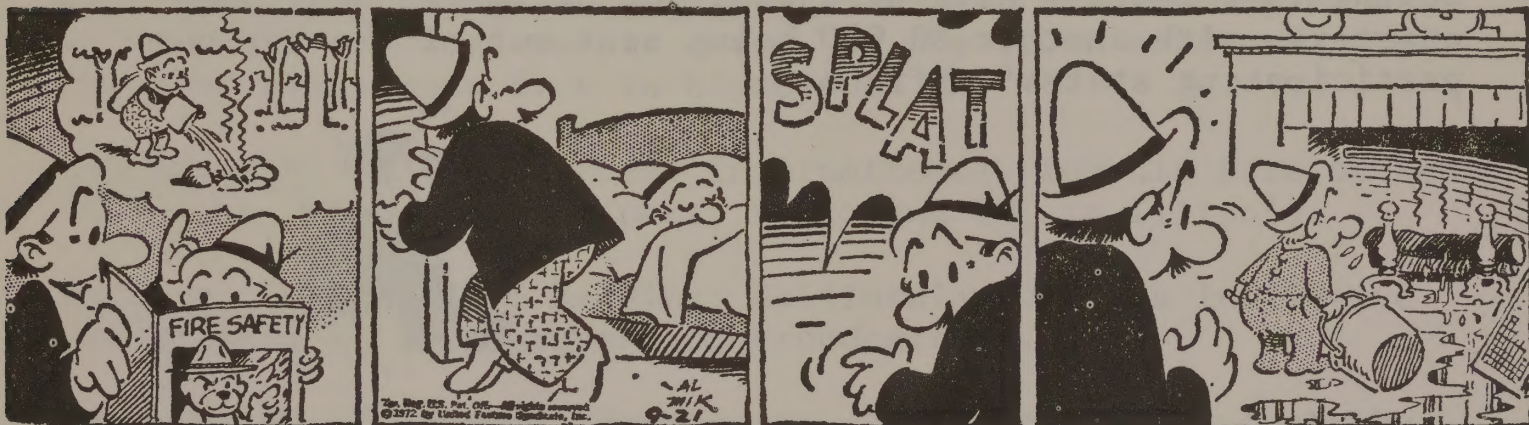
YASUHARU OMORI, of Dentsu Advertising Ltd., Tokyo, was in the office in mid-December. He was interested in how the CFFP campaign worked.

October was Fire Prevention month and numerous activities swirled around that central point. Press releases emphasizing fire prevention were sent out. Seven hundred TV stations received slide sets on the subject. Articles appeared in the REA Press Round-Up and in the USDA Employees' Newsletter. Radio spots were prepared for "Agri-Tape" and "Spotmaster".

A report on these activities was made at the USDA Farm and Home Safety Seminar on February 16, 1973.

FERD'NAND

By Mik



Becoming a Junior Forest Ranger has become a tradition with school children. Although it is not given the big play-up that some of the other fire prevention efforts get, the JFR program plays a very important role in educating the public.

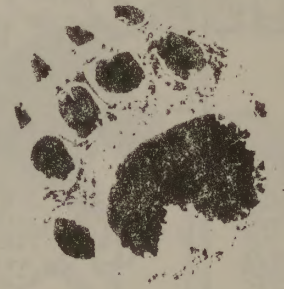
Smokey's message is not limited to children, but it is fairly well accepted that children are more easily persuaded than are adults. It should also be pointed out that kids who started school the year the Smokey program began are now raising families of their own. We are now spending the big advertising dollars on this age group, via radio, TV, and print media. The message is no doubt falling on more fertile ground because of the early exposure these people got to Smokey's message.

Aside from personal visits to schools, probably the most effective way to reach the grade school population, is through the Junior Forest Ranger program. Children, who write to Smokey, asking to become one of his fire prevention helpers, feel a special sense of belonging when they get their kits in the mail. As the years go by, they are more apt to retain the principles of forest fire prevention, than is a person seeing a Smokey poster once or twice.

Smokey's Washington office is constantly behind in answering requests for JFR kits, so it doesn't appear that the program is losing popularity.

A number of states have seen fit to start handling the program out of their own offices. Maryland joined the ranks in 1973, bringing the total to fourteen. Materials for the kits are provided to such participating states by CFFP headquarters.

During 1972 160,277 kits were sent out of Smokey Bear Headquarters, with another 50,000 being sent out of the various participating states' offices.



AWARDS

GOLDEN SMOKEY - WALT DISNEY PRODUCTIONS received the Golden Smokey awarded in 1972. Disney's contributions to the CFFP program go back to 1944, when they donated Bambi art began the use of animal characters to sell the forest fire prevention messages. Since then there have been many instances of cooperation from the folks at Disney; including donation of film segments for use in CFFP TV spots.

SILVER SMOKEY - In 1972 there were two recipients of this award:

THE NORTHEASTERN FOREST FIRE PROTECTION COMMISSION, for long-time leadership and support of wildfire prevention activities; and

Eugene F. McNAMARA, Chief of the Division of Protection, Pennsylvania Bureau of Forestry, for outstanding service in the field of wildfire prevention.

PLAQUES - Charles CRANDALL, New York's Senior Locomotive Inspector, for his "record of innovative, imaginative approaches to preventing railroad fires".

Frank E. CRAVEN, Chief of Forest Education, Georgia Forestry Commission, for his work in public information.

Joe DeLUCCHI, of the California Fire Prevention Committee, for outstanding personal service to Forest Fire Prevention.

Loren (Bud) GOOD, Executive Vice President of the Redwood Region Conservation Council, for "personal dedication, initiative and devotion to fire prevention.

PESHTIGO FIRE CENTENNIAL COMMITTEE, for its outstanding effort to make the American public aware "of the 100th anniversary of the most disastrous fire in history".

Sam HANCOCK, of United Press International, for his fire prevention work, through newspapers, radio and TV, in Illinois.

KRCR-TV, (Channel 7), Redding, California, for its initiative and efforts in fire prevention broadcasting.

Fred LOVIN, of Raymond, Washington, "for outstanding contribution to forest conservation and forest fire prevention in his 24 years as an independent logger".

George MURRAY, BLM Fire Control Aid, for having "far exceeded the normal expectations required by his position in developing and carrying out the fire prevention program", in the Anchorage, Alaska area.

CITY OF REVELSTOKE, BRITISH COLUMBIA, for building and displaying a large concrete statue of Smokey.

SOUTHERN CFFP PROGRAM

The previous campaign's theme, "Wildfire in the South: There's No Future In It", was continued for 1972-73.

In accordance with decisions made at the November 1971 planning meeting. 1972-73 materials were aimed at prevention of incendiary fires and designed for mass media use. Two television spots were produced--one for fall use entitled "Trees", which focused on economic loss, and the spring spot, "Loss", which related to endangered wildlife. A series of recorded "spots", which included both "Trees" and "Loss", was produced and distributed in the fall and also in spring to more than 1,700 radio stations throughout the South. Magazine and newspaper ads targeted on woods arson.

The volunteer advertising agency of Liller, Neal, Battle, and Lindsey of Atlanta did their usual excellent job with these materials, assisted by Program Coordinator James MONTGOMERY of Gulf States Paper Corporation. Lew SHOLLENBERGER represented the Advertising Council.

As of November 1972, the Executive Committee consisted of John BETHEA (Florida), Chairman; Albert ENGSTROM (Oklahoma); Bill GADDIS (Mississippi); Bill GRESHAM (Arkansas); John CHAFFIN (Forest Service, Southeastern Area); Carl HICKERSON (Forest Service, Southern Region); and Willard TIKKALA (Forest Service, Washington Office).

During 1972, the Southern Region assumed full responsibility for administration of the Southern CFFP, with Stan ADAMS of the Forest Service Atlanta Regional Office as Program Director.

**wildfire in the south.
there's no future in it.**

SOUTHERN FOREST FIRE PREVENTION CAMPAIGN

MASS MEDIA - PUBLIC SERVICE SUPPORT

Without the assistance we receive from the mass media - the press, television, radio, outdoor advertising, etc., the CFFP program would certainly be set back. The public service support we get each year is worth millions of dollars.

In 1972, use of some of the methods of exposing the public to Smokey went down; such as "car cards", and "three-sheet posters". Others, such as "consumer magazines", and the "business press" were up.

Of special interest this year was a 13-week series on "Trees", illustrated by Rudy. This series was made possible through the cooperation of the International Newspaper Advertising Executives, and emphasized the positive aspects of fire prevention.

The estimated mass media donations for 1972 are listed below, and compared with those of 1971:

	<u>1971</u>	<u>1972</u>
Network Television	3,239,400,000 impressions	2,426,000,000
Network Radio	9,673,776,000 impressions	5,612,754,000
Newspapers (regular)	2,218,000 lines	Data not available
" (NCP)	26,700 lines	16,920 lines
INAE Newspaper Plan	710,250 lines	863,500 lines
Car Cards	93,669	12,469
Three-Sheet Posters	1,438	1,291
Consumer Magazines	120 ads	203 ads
Business Press	61 ads	253 ads
Painted Bulletins	21	21
24 Sheet Posters	<u>-</u>	<u>1,909</u>
Total Estimated Value	\$31,610,177	\$20,797,642



"Every year he gets just a little Bit more difficult to work with."

COMMERCIAL SUPPORT

Smokey is still popular with the shopping public after 20 years of competition with Mighty Mouse, Hopalong Cassidy, Flash Gordon, Howdy Doody, and all of the other fantasy figures who vie for youth acceptance. It's interesting to look back a few years, and consider the multitude of popular characters who have risen in popularity and then disappeared from the scene.

If royalty payments are any barometer, (and we have little else to use), Smokey's popularity is not in danger of losing the support of an otherwise fickle public. During

1972 these royalty payments came in at the rate of close to \$19,500 per month. There is no reason to believe at this time, that Smokey will be earning less than \$200,000 per year in the foreseeable future. At midyear 1972 Smokey had earned his first million dollars and had a running start toward the next.

The list of licensees changes rapidly with firms being added and leaving for one reason or another. During 1972, fifteen licenses were either cancelled or allowed to expire without renewal. Easing the task, of processing new licenses, has been the addition of a standard license form.

The licensees no longer with us are listed below:

- Dimension Weld - Decorative dimension decals
- Fieldcrest Mills - Textile products (sheets, Blankets, etc.
- Mementos, Inc. - Souvenir bolo ties, letteropeners, etc.
- Owens-Illinois - Plastic dinnerware set
- Milton Bradley - Boxed game
- Kenner Products - Toy film strips and projectors
- Tropix Togs - Souvenir T-shirts
- Donald J. Bent - Plastic Smokey figure
- Ekco Products - Aluminum coaster/ashtray
- California Trophy & Engraving - Snuffer lighter
- Saf-T-Beacon - Traffic hazard lights
- Jeremiah - Tie tacks, cuff links, etc.

E.L.K. Enterprises - Pennants
Farwest Garments - Jackets
Maisel's of Albuquerque - Charm Jewelry

Mainly through the efforts of Harold Bell Associates, nine new licensees were added during the year:

Baby Togs, Inc. - Infant apparel
Bradley Time Division - Watch & alarm clock
Connor Toy - Wooden toys & play furniture
Countess York - Indoor sleeping bag
Husky Industries - barbeque equipment
John McMahon - Record & sheet music
Monogram Products - Boutique items
Play-Pal Plastics - Vinyl toys
Pyramid Belt - Cloth and leather belts

The trend is toward raising the quality of the Smokey Bear line. This is being slowly accomplished by discouraging proposals which might pull down the good image Smokey has built up in the past.

It might appear that the program is losing ground, since we lost 15 licensees during the year and only added nine. The facts are, though, that nine of the licenses dropped brought in a total of only \$140 during the year.

On the other hand, one of the new licensees, Husky Industries, paid in more than \$28,000 by itself. Each of those dollars represents another group of people falling under Smokey's influence.

NEW CATALOG

The catalog of licensees, last printed in 1970, is sadly out of date. Almost half of the licenses shown in it are no longer in effect, and seventeen



"On second thought, you're right! What difference is one little bonfire going to make?"

of the current licensees joined the program since it was published.

An effort is being made to produce a catalog which will be fairly easy to bring up-to-date. Each licensee will be shown on a separate page and the pages will be punched for use in a three-ring binder. Every six months or so, new sheets will be sent out, along with a list of terminated licenses. This way a field office should be able to keep fairly current on what is available.

Target date for issuing the new catalog is May 15, 1973.

Interest in Smokey by the press took a slightly different turn in 1972. Several articles were printed dealing with the merchandising of Smokey's name and character. A Wall Street Journal article suggested that other government agencies should create animal characters to sell their messages. Examples were the Department of Transportation with a friendly horse, saying, "Don't Say Nay to the Amtrak Way"; and the IRS with a thrifty squirrel asking taxpayers to "build a cache for our April snatch".

The National Observer used photos of two Smokey Bear licensed items to illustrate their November 18 article on merchandising by government agencies.

Smokey Bear tie tacks, watches and other similar items are to be found in capitals and palaces all over the world. Government officials and members of Congress find these items very desirable, for making friends with notables visiting their offices.

There is some evidence that the prescribed fire/wildfire confusion is hurting the commercial support program. At least one licensee has indicated that their reason for dropping some of the Smokey line is based partly on this controversy. The public is not aware of all of the aspects of many of the articles which appeared during the year. Hence the hesitancy of firms to sink a lot of money into a commercial item, when the symbol may be discredited. Hopefully, the subject will start generating more light and a little less smoke, in the near future.



PUBLIC SERVICE USES

Smokey's appeal seems to recognize no political boundaries. Requests to use the friendly, persuasive fire prevention symbol continue to come in from all over the world.

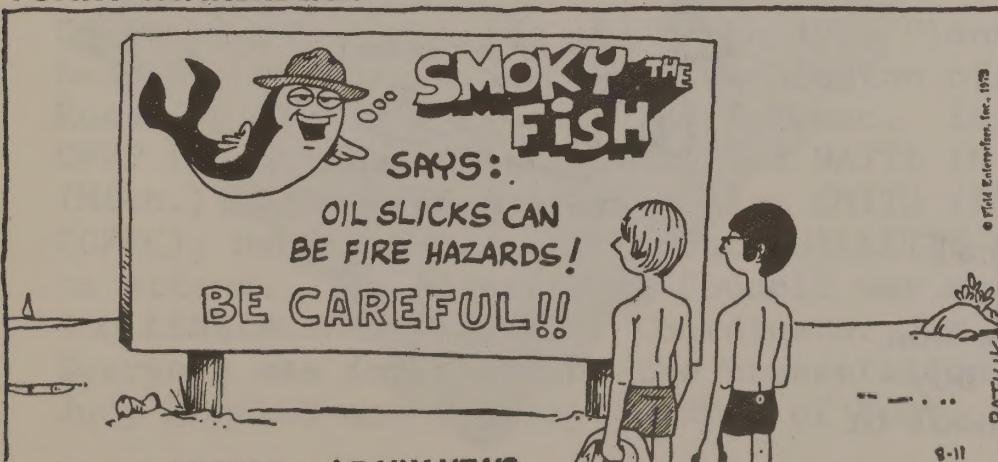
A writer from Russia was interested in using Smokey in a story. The publication Combustion Engineering used "Every Time a Forest Fire Strikes, You Get Burned". Smokey was featured on the cover of Emergency Medicine, promoting an article about medical self-help in the wilds. Compton's 1973 Yearbook discussed Smokey's role in "fire ecology".

Rudy WENDELIN'S water color, showing Smokey, Goldie, and Little Smokey welcoming the pandas to the National Zoo, appeared in the Weekly Reader, and is on display at the National Zoo.

Junior Discoverer, a religious teaching publication used Smokey's fire prevention message in one of its books.

One of the 1972 spots, "Dominos" drew the interest of The MacMillan Company, who used the script in an elementary language text.

FUNKY WINKERBEAN



THE EVENING STAR and DAILY NEWS
Washington, D. C., Friday, August 11, 1972

—By Tom Batiuk



Smokey's story appeared in an issue of Tent and Trail, a publication of the National Campers and Hikers Association, Inc.

Many other incidental requests received point up the continued interest in Smokey Bear and his friendly admonition to be careful with fire.

VIOLATIONS OF SMOKEY BEAR ACT

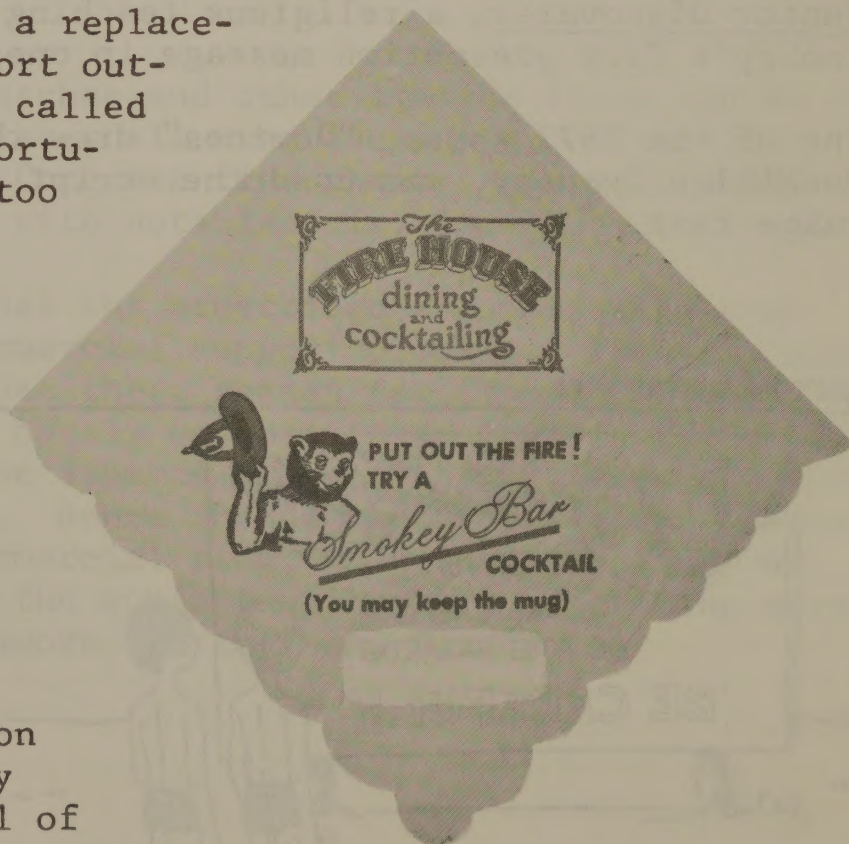
Conrad Industries - Produced a patch with Smokey's head and message "Hell, Don't Follow Me".

Good Knight Music, Inc. - Recorded song "Smokey, You're a Hokey Kind of Bear", and then submitted it as a license proposal. Idea was not approved.

Vanguard/Vulcan - Two separate home fire alarm sales companies have been using Smokey Bear dolls (both inflatable and stuffed) for years. They have finally been made to cease such use, but reports still trickle in. We will need further help to keep track of this one.

Jennie G. Sales Co. - This one is related to the Vanguard/Vulcan problem. When the supply of dolls was shut off at the licensee's end, the fire alarm companies looked around for a replacement. Jennie G. (an import outfit) came up with a doll called "Ranger Bear" which, unfortunately for Jennie G. is too much like Smokey.

Modern School of Music - Used a "Smokey Bear Ecology Contest" as a promotional idea. Contestants were to finish an environment oriented jingle to win prizes from a dozen or so local merchants. Not surprisingly, the only prizes won were opportunities to buy things from Modern School of



Music.

Kim Craftsmen Ltd. - Produced and sold Smokey Bear earrings.

The Lange Company - Used large picture of Smokey's face in a full-page ad in "Ski Racing" magazine.

Maier's Costumes - Were making an unlicensed Smokey costume.

New Mexico Clearing House - This organization was unhappy about Forest Service policies in the area, and had circulated "Wanted" posters showing Smokey representing the Forest Service.

Black Bear Store - Used a picture of Smokey on a sign advertising the store.

Malone Oil Company - Was using Smokey in a radio commercial to sell furnaces.

Varsity House - Sold a sweatshirt which featured a tipsy Smokey and the message "Preserve Wildlife, Throw a Party".

A "violation that wasn't" turned up in Cody, Wyoming. The Green Gables Restaurant has been offering a Smokey Bear pancake on its menu for several years; a fact which was recently brought to our attention as a possible violation. We have contacted the owner, and he is considering applying for a license to continue.

PLANNING THE 1974 CAMPAIGN

This is the first time in recent memory that the upcoming campaign has been so far along by this date. The folks at Foote, Cone and Belding certainly deserve a pat on the back.

On February 27 and 28, 1973, the 1974 Planning Meeting was held in the Forest Service's Washington offices, on the Rosslyn, Virginia side of the Potomac. In attendance from the CFFP Executive Committee were Ted NATTI (N. H.); Bob COMPEAU (Mich.); John BETHEA (Fla.); Alex SMITH (I&E); Bill TIKKALA (CFFC); Hank DeBRUIN (FM). Jack GILLETTE of Idaho was unable to attend. The Advertising Council was represented by Lew SHOLLENBERGER. Volunteer Coordinator Jim FELTON was on hand. Everyone was impressed by the presentation of materials by Judy HERSHEY and Charley COLEMAN of Foote, Cone and Belding.

Also at the meeting were Howard KOSKELLA (WO-FM); Dr. James MURPHY (Research), and from the CFFP staff, HARDY, FREAS and SORENSON.

Many possible ideas were presented to the Committee; too many, really to mention here. The basic theme, which will run throughout the 1974 campaign, will be "THINK". Posters will be eye-catching and interesting. Radio spots will be good enough to encourage station managers to give them a lot of play. The TV spots, however, will certainly generate a lot of interest. Some of the ideas presented for them were very appealing to the Committee.

After seeing the 1974 materials, no one will be able to accuse Smokey of being out of tune with the times.

MISCELLANY

Smokey was a candidate for Student Senate of the University of Texas at El Paso, according to the student newspaper, The Prospector. No election returns are available, but it is pleasant to know that the slate of candidates had at least one winner on it.

A high school student in Elhart, Indiana sent Smokey an engraved invitation to his graduation ceremony.

The names "Smokey" and "Smokey the Bear" continue to be used by the press to get attention. Nineteen seventy-two saw a huge rash of articles on the Forest Service in general, and fire in particular, all of which used Smokey as an attention getter.

John A LOVE, governor of Colorado, proclaimed June 16, as Smokey Bear Day in the state. In his proclamation, Governor LOVE asked the people of Colorado to let "Smokey Bear Day be a day to remind all people of the resources lost in our state when wildfire takes its ugly toll".

Another Western politician made an effort to enlist Smokey to help with his reelection bid, but Smokey's been around long enough to know about the Hatch Act, and turned him down.

The National Council of State Garden Clubs, Inc. is sponsoring a "Woodsy Owl and/or Smokey Bear Poster Contest" for children

from kindergarten through high school age. Winners are to be announced in May 1973.

An agreement expanding mutual aid assistance in forest fire fighting and training between the Middle Atlantic Forest Fire Protection Compact and the Southeastern States Forest Fire Compact Commission was signed in Harrisburg, Pennsylvania on February 2, 1972.

Smokey's stock with the Congress did not go down any during the year. Many requests are received from the Hill for pocket planners, Smokey's publications, etc. The Bear does all of his lobbying with the public, through the CFFP Campaign, so conflict of interest is never charged against him.

Fire Management's new film "The Friendly Flame", explaining some of the story for prescribed burning, came out in November, and was included in the agenda of the Smokey Bear Workshop in January.

Reg Ivory, Florida Forestry Association, went to great lengths to explain his job as Public Relations Director to his four-year old daughter. After he finished, she summarized thus: "When Smokey the Bear makes a mistake, and goes to the bathroom in the woods, you go in and clean up after him". That from our "Mouths of Babes" Dept.

An Ohio man reports that he painted "a beautiful painting of Smokey and his two little cubs", which was his wife's favorite. In "a fit of rage" one evening, he threw the painting into the Chicago River and watched it float away. It's a good thing Woodsy Owl didn't catch him polluting the stream!

QUO VADIS URSUS?

The next few years will be challenging ones. Fire control will come to comprehend not only the traditional function of putting out unwanted fires, but will include policy direction on all aspects of fire as it affects land management.

Current matters on which the counsel of CFFP Committee is needed include:

A charter for and recommended structure of a wildfire prevention coordination effort;

Better ways to provide incentives for prevention success and accountability for prevention failure;

Changes that may be desirable in the "Smokey Bear" operation as the staff turns over during the next two or three years. (Rudy WENDELIN and Anna Mary FREAS will probably retire within the next year; Jim SORENSON will complete his detail in 1974; and Mal HARDY will be eligible to retire in 1975);

Direction and operation of the commercial support and Junior Forest Ranger programs are probably due for review;

The organization and role of the CFFP Committee. Should it also be a working group generating initiatives, or should it be primarily reactive to matters referred by the staff?

There is plenty of grist in the above list to justify another "policy retreat" and I'm sure the Committee has other policy matters they have identified as meriting consideration. I recommend such a meeting be held, this year, at a time and place to be agreed on at the April meeting.

Mal Hardy
and
Smokey

